

## II. GOALS AND POLICIES

### A. VISION STATEMENT AND KEY ISSUES

The MLK at Holly Street Neighborhood Vision Statement was developed by the Planning Association to guide the neighborhood planning process. It is the distillation of the community values and objectives that emerged during the Phase One process, which was completed in 1997. As a result, the Vision Statement reflects the hopes and aspirations of the community that produced it.

#### The MLK at Holly Street Neighborhood Vision Statement

*We the Residents, Merchants, and Friends of the MLK at Holly Street Neighborhood pledge to build and maintain a healthy, safe, and sustainable community.*

*Through our diversity, strength, and cooperation, we will realize our full potential as a thriving social, educational, and business community. We visualize:*

- *The successful integration of open space with residential and commercial development.*
- . *Partnerships to encourage the location of retail and service outlets within the community.*
- . *A neighborhood that provides education and social resources for youth and adults.*
- . *Mixed use housing with opportunities for affordable private ownership.*
- *A coalition of merchants and residents who actively promote a safe and secure environment.*
- . *An accessible transit system that will adequately serve a diverse, growing community.*

The Vision Statement provides the over-arching framework for the specific goals, policies and recommendations that were developed by the MLK @ Holly Street community during the Phase Two process.

An additional product of Phase One was the identification of Key Issues to be addressed in the MLK @ Holly Street Neighborhood planning process. A total of six (6) Key Issues were identified based upon community input. An additional Key Issue of the Urban Village Designation was added as requested by the Neighborhood Planning Office. A Community Objective was also developed for each of the Key Issues to document specific community concerns and intentions.

The Key Issues are as follows:

- . Urban Village Designation;
- . Land Use and Housing;
- . Economic Development
- . Transportation;
- Public Safety;
- . Community Image and Appearance; and,
- . Coordination of Community Ideas.

The Key Issues provide the organizing principle for the goals and policies of the MLK @ Holly Street Residential Urban Village Plan. These goals and policies are presented in the following sections.

## B. URBAN VILLAGE DESIGNATION

### 1. Community Objective

The MLK @ Holly Street Community Objective for the Residential Urban Village Designation is as follows:

*The City of Seattle Comprehensive Plan designated the A4LK @ Holly Street Neighborhood as a Residential Urban Village. This designation was based upon analysis of land use capacity and available infrastructure. The Residential Urban Village will support concentrations of low to moderate densities of residential development which support transit use and have a compatible mix of support services and employment. The existing commercial district along MLK Way South and surrounding area provides the opportunity to create such a center for transit, services and residential development. We support the Residential Urban Village designation as a means of focusing public investment in this neighborhood.*

### 2. Goals and Policies

Goal UVD-1: To adopt the City of Seattle 1994 Comprehensive Plan proposed boundaries and population allocations for the MLK @ Holly Street Residential Urban Village.

Policy UVD-1.1: As conditions change during the twenty year planning period, consider extending the Residential Urban Village boundaries consistent with the goals, policies, and criteria established by the City of Seattle Comprehensive Plan.

- Goal UVD-2: To ensure that sufficient capital facility and infrastructure capacity is available to mitigate the impacts of development that is not anticipated by the City of Seattle 1994 Comprehensive Plan or assessed in the Comprehensive Plan Environmental Impact Statement.
- Goal UVD-3: To prioritize infrastructure maintenance and enhancement within the MLK @ Holly Street Residential Urban Village relative to areas “outside the Urban “Village. Exceptions shall be made to this prioritization for infrastructure maintenance that is necessary to protect the public health or safety.

## C. LAND USE AND HOUSING

### 1. Community Objective

The MLK @ Holly Street Community Objective for Land Use and Housing is as follows:

*A broad range of land uses should be accommodated to respond to the diverse needs of the community and encourage neighbor-hood sustainability. There are currently significant shortages of affordable housing for single-family ownership, multi-family rental, and transitional housing. We seek to achieve a balance between those who want and those who do not want more rental property in the area. We support the development of a realistic strategy to encourage housing density, affordable lending, and land reclamation that meets local housing needs.*

### 2. Goals and Policies

- Goal LUH-1: Within the MLK @ Holly Street Residential Urban Village, to provide for a broad range of development and redevelopment opportunities which serve the future needs of the community, including residential, commercial, retail, service, cultural, and open space uses.
- Goal LUH-2: To accommodate increased density while preserving the neighborhood character of existing residential areas.
- Policy LUH-2.1: Encourage well designed residential infill development to increase the housing supply.
- Policy LUH-2.2: Encourage mixed use residential development in the core of the MLK @ Holly Street Residential Urban Village,

- Policy LUH-2.3: Require new multi-family development to meet design standards to ensure that it is compatible” with the scale and character of existing development.
- Policy LUH-2.4: Promote accessory housing as a means to increase density and affordable housing supply while preserving existing single family residential areas.
- Policy LUH-2.5: Work cooperatively with the Seattle Housing Authority to ensure that the Holly Park Redevelopment is integrated into the surrounding community and minimizes adverse impacts.
- Goal LUH-3: To meet the needs of a diverse population by providing opportunities for adequate affordable housing supply and a range of housing types for residents of all income groups.
- Policy LUH-3. 1: Increase opportunities for homeownership by working with Holly Park Redevelopment, HomeSight, lenders, and developers.
- Policy LUH-3.2: Encourage the preservation of affordable housing resources through rehabilitation of existing single family residences.
- Policy LUH-3.3: Work in partnership with lenders to ensure that mortgage programs and products meet the needs of a diverse community.
- Policy LUH-3.4: Promote educational programs regarding housing, including financing, permitting, maintenance and rehabilitation.
- Policy LUH-3.5: Encourage the development of senior housing and supportive services to allow elders to continue to live in the community.
- Policy LUH-3.6: Work cooperatively with property owners to rehabilitate older multi-family structures to better serve the needs of a diverse community and to ensure compatibility with the surrounding community.
- Policy LUH-3.7: In partnership with local, state, and federal agencies, ensure the preservation of subsidized housing units in the neighborhood,

Policy LUH-3.8: Encourage service providers and managers to improve security and physical condition of existing homeless housing to better integrate this housing into the surrounding community.

Goal LUH-4: To develop the retail and commercial core of the MLK @ Holly Street presidential Urban Village as an attractive and vibrant area for neighborhood residents and visitors.

Policy LUH-4. 1: Encourage appropriate development and redevelopment that provides a greater range of products and services to serve the community.

Policy LUH-4.2: Promote retail, restaurant and entertainment uses that are pedestrian oriented and provide a high level of street activity.

Policy LUH-4.3: Develop pedestrian amenities to link commercial areas, transportation facilities, residential areas and parks.

Policy LUH-4.4: Work cooperatively with property and business owners to maintain the appearance and cleanliness of retail and commercial areas.

Policy LUH-4.5: New development and redevelopment should include unified landscape and streetscape improvements and be designed to improve pedestrian linkages within the community.

Policy LUH-4.6: Encourage existing businesses to participate in facade improvement programs.

Goal LUH-5: To encourage transit oriented, mixed use development in the vicinity of a light rail station in the MLK @ Holly Street Residential Urban Village.

Policy LUH-5. 1: Mixed-use development should accommodate safe conditions for public transit and vehicular, pedestrian, and alternative modes of traffic.

Policy LUH-5.2: Transit oriented development should incorporate a mix of businesses, large and small, to meet the needs of the local community and the regional population.

- Policy LUH-5.3: A range of affordable and market rate residential uses should be encouraged in the upper stories of the mixed use development in the vicinity of a light rail station,
- Policy LUH-5.4: The light rail station should be designed as a gateway to the MLK @ Holly Street Residential Urban Village and incorporate a public meeting area.
- Policy LUH-5.5: Provide zoning incentives and an expedited review and permitting process for transit oriented development which meets the criteria contained in this Neighborhood Plan.
- Policy LUH-5.6: Ensure that “around-the-clock” public safety is the highest priority at and around the light rail stations through defensible design, high levels of street activity, and lighting.
- Policy LUH-5.7: Minimize parking impacts of the light rail station on surrounding commercial and residential areas.
- Policy LUH-5.8: Provide fo appropriate transitions between the light rail station, associated transit oriented development, and the surrounding neighborhood.
- Goal LUH-6: To provide and maintain a balanced system of parks, recreational facilities, and open spaces that responds to the recreational, cultural, environmental, and aesthetic needs of all segments of the community.
- Policy LUH-6. 1: Coordinate with other public and private agencies, organizations, and individuals to plan, develop, operate, maintain and enhance park and recreational facilities.
- Policy LUH-6.2: Provide linkages to parks within the community and the region through a non-motorized trail system, bike lanes, and pedestrian improvements..
- Policy LUH-6.3: Work cooperatively with the Seattle Housing Authority to integrate the Holly Park recreation and open space system with the surrounding neighborhood.
- Policy LUH-6.4: Ensure the highest levels of public safety in parks through partnerships with local organizations and law enforcement, defensible design, lighting, and landscaping.

Policy LUH-6.5: Encourage the development of pocket parks throughout the community in unopened rights-of-way "and other surplus public property,

Policy LUH-6.6: Expand the existing P-patch program as a means of increasing open space and community amenities.

## D. ECONOMIC DEVELOPMENT

### 1. Community Objective

The MLK @ Holly Street Community Objective for Economic Development is as follows:

*We take economic development to mean an embrace of locally operated businesses that actively recruit and train neighborhood residents. We further embrace a business agenda that provides retail, service and entertainment opportunities, as well as one that offers operating hours complementary to the many lifestyles of the community. Among the businesses particularly sought are book stores, bakeries, movie theaters, health clubs, restaurants and retail clothing outlets. We recognize the symbiotic relationship that exists between the residential and business sectors. We support all business endeavors that promote autonomy (ability to shop and to provide jobs within our community), public service, and well-being, for we take a healthy business climate to be essential to the overall strength of our neighborhood.*

### 2. Goals and Policies

Goal ED-I: To support existing businesses and seek to attract new businesses and industries which diversify the economic base, improve wage and salary levels, increase the variety of employment opportunities, and utilize the resident labor force.

Goal ED-2: To encourage the provision of a continuum of educational, training, skills enhancement, and placement opportunities that are responsive to the changing needs of the work place locally and regionally.

Policy ED-2. 1: Partner with service providers to identify the scope and target population of existing programs available in the community to link residents with services.

Policy ED-2.2: Work cooperatively with the Seattle Housing Authority to ensure that the Holly Park Campus of Learners is integrated with and serves the needs of the community.

Policy ED-2.3: Utilize existing transportation systems and improvements to link residents to employment opportunities.

Goal ED-3: To facilitate the establishment and development of small businesses as important contributors to the local economy.

Policy ED-3. 1: Work with lenders and agencies to promote and enhance small business financing programs.

Policy ED-3.2: Encourage the development of micro-lending programs to start small scale cottage industries.

Policy ED-3.3: Promote technical assistance programs to small businesses, including business planning, accounting, and tax preparation.

Policy ED-3.4: Partner with the Holly Park Merchants Association to market the products and services of locally owned and operated small businesses in the community.

Goal ED-4: To enhance the core of the MLK @ Holly Street Residential Urban Village as a transit oriented retail, commercial, civic and cultural center that serves the surrounding region.

Policy ED-4. 1: Work cooperatively with SEED, Sound Transit, the City of Seattle, and the private sector to assemble large parcels that meet the needs of developers and regional commercial and retail uses.

Policy ED-4,2: Encourage a comprehensive approach to mixed use development in the vicinity of a light rail station that includes small businesses, anchor tenants, and a residential

Policy ED-4,3: Utilize "Planned Action" provisions under the SEPA and the GMA, expedited review and permitting processes, and tax and zoning incentives to transit oriented development.

Policy ED-4,4: Encourage adaptive reuse and redevelopment of vacant or underutilized commercial and retail sites to provide for greater pedestrian access.



- Policy ED-4.5: Ensure that transit oriented development is served with adequate infrastructure to mitigate adverse environmental impacts to the surrounding community.
- Policy ED-4.6: Encourage public-private partnerships that can access sufficient resources to produce the highest quality transit oriented development that is responsive to the needs of the community.
- Goal ED-5: To enhance the business climate by coordinating with local and regional organizations that both conduct economic development research and develop strategies which market the MLK @ Holly Street Residential Urban Village.
- Policy ED-5.1: Partner with existing local organizations, including SEED and the Holly Park Merchants Association, to develop a marketing strategy.
- Policy ED-5.2: Work with the Office of Economic Development and SEED to continue to develop regional strategies for Southeast Seattle.
- Policy ED-5.3: Maximize the benefits of local, state and federal economic development programs, including the Neighborhood Revitalization Strategies.

## E. TRANSPORTATION

### 1. Community Objective

The MLK @ Holly Street Community Objective for Transportation is as follows:

*A healthy transportation system is vital to the MLK @ Holly Street Neighborhood. It is essential to have a transportation system that is in good repair, well balanced, and affordable. If the system is incomplete, the needs of the community will not be served, people and goods will not flow properly, and the community will suffer as the population increases. The transportation infrastructure in the MLK @ Holly Street Neighborhood is in poor condition at present and is missing some elements entirely. We support the identification of specific areas in need of improvement and the development of a realistic plan for providing efficient transit service in the MLK @ Holly Street Neighborhood.*

## 2. Goals and Policies

- Goal TRAN- 1: To provide a safe and efficient multi-modal transportation system which will support land use goals and adequately serve the future growth and development of the MLK @ Holly Street Residential Urban Village.
- Goal TRAP-2: To promote the development of safe and convenient pedestrian and bicycle transportation alternatives to and from residential areas to parks, schools, civic buildings, and commercial and employment areas.
- Policy TRAN-2. 1: Provide sidewalks and bike lanes to create safe non-motorized linkages throughout the community.
- Policy TRAN-2.2: Create a program of streetscape improvements in the commercial and retail core, including crosswalks, street trees, landscaping, street lighting, street furniture, and public art.
- Policy TRAIN-2.3: Implement a street tree program along the Othello Street and MLK Way to highlight linkages between Holly Park, Othello Park, and the light rail statinn.
- Goal TRAN-3: To improve circulation within the existing capacity of the arterial street system to provide cost effective mobility and minimal community disruption.
- Policy TRAN-3. 1: Mitigate the impact of arterial traffic on pedestrian activity and ensure the safety of pedestrians by providing pedestrian amenities along arterials.
- Policy TRAN-3.2: Encourage traffic calming techniques on residential streets, such as traffic circles, on-street parking, and street trees.
- Goal TRAN-4: To ensure that new public transportation improvements benefit the MLK @ Holly Street Residential Urban Village by improving transportation services and facilitating positive impacts on existing land uses and redevelopment opportunities.
- Policy TRAN-4. 1: Promote shared parking facilities to serve the transit oriented development in the vicinity of a light rail station.
- Policy TRAN-4.2: Develop a residential parking zone permit system to mitigate the impact of Sound Transit passenger parking.

Policy TRAIN-4.3: Work cooperatively with Sound Transit and the Holly Park Merchants Association to minimize impacts to existing businesses during construction of a light rail station.

Policy TRAP-4.4: Work cooperatively with Sound Transit and Metro to ensure that the integrated public transit system is well coordinated and serves the needs of the community.

Goal TRAN-5: To establish and maintain a reasonable balance between parking supply and demand and encourage creative solutions that provide for ample parking while minimizing impacts on surrounding uses.

Policy TRAN-5. 1: Off street parking for commercial and retail businesses should be designed to minimize visual impact. Parking should be located to the side or rear of buildings and utilize perimeter screens from the street and provide interior landscaping.

Policy TRAN-5.2: Off street parking for multi-family buildings should minimize impacts to surrounding residential areas through landscaping and screening.

## F. PUBLIC SAFETY

### 1. Community Objective

The MLK @ Holly Street Community Objective for Public Safety is as follows:

*Personal security, crime perception, and the presence of drug-dealing, gangs, and prostitution make public safety and crime prevention an important priority for the future of the MLK @ Holly Street Neighborhood. We support the creation of strategies to improve public safety, enhance the physical condition of areas that are local hot spots, and promote a feeling of a safe and secure community.*

### 2. “” Goals and Policies

Goal PS-I: To improve the level of public safety in the MLK @ Holly Street Residential Urban Village through crime prevention and home and business security programs.

Policy PS-1. 1: Expand existing Neighborhood Block Watch programs to all single family areas of the community,

- Policy PS- 1.2: Work with property owners and managers to establish Apartment Watch programs in multi-family residential areas.
- Policy PS-1.3: Work with the Holly Park Merchants Association to expand the existing Business Watch program for commercial areas of the community.
- Policy PS-1.4: Partner with Seattle City Light to implement a security lighting program throughout the community.
- Policy PS-1 .5: Ensure the highest levels of personal and property safety and security in the vicinity of the light rail station.
- Policy PS-1 .6: Encourage businesses that produce “around-the-clock” pedestrian traffic to enhance the perception of security in the vicinity of the light rail station.
- Goal PS-2: To work in partnership with law enforcement agencies to identify public safety “hot spots” and appropriate courses of remedial action.
- Policy PS-2. 1: Encourage the City of Seattle Police Department to expand bike patrols in the community.
- Policy PS-2.2: Work with the Holly Park Merchants Association and the King County Health Department to implement Chronic Public Inebriation Systems Solutions to reduce public drinking and drunkenness.
- Policy PS-2.3: Work with the City of Seattle Police Department to educate community residents about nuisance abatement programs.

## G. COMMUNITY IMAGE AND APPEARANCE

### 1. Community Objective

The MLK @ Holly Street Community Objective for Community Image and Appearance is as follows:

*The health of a neighborhood is measured in part by the condition of its parks, playgrounds, open spaces, streets and traffic corridors, and sidewalks. If a community is littered with trash and graffiti, its parks and playgrounds neglected, then its image and self-respect suffer. Open spaces in the form of planting strips, street trees, and formal parks*

*connect all the elements of a neighborhood, and serve as buffers and unifiers. The MLK @ Holly Street Neighborhood is in need of assessment and improvement of its parks, open spaces, community gardens, traffic corridors and sidewalks, and overall appearance. We support efforts to create the successful integration of the natural environment with the built environment.*

## 2 . Goals and Policies

Goal CIA- 1: To enhance the identity of the MLK @ Holly Street Residential Urban Village through unified urban design, streetscapes, landscaping, and other measures.

Policy CIA-1. 1: Develop “gateways” at the major entry points into the community, including a light rail station. The gateways should include plantings and signage that identify the MLK @ Holly Street Residential Urban Village.

Policy CIA-1.2: Work cooperatively with the Seattle Housing Authority to ensure that these design features further integrate the Holly Park Redevelopment into the community.

Goal CIA-2: To work cooperatively with property and business owners to enhance and maintain the cleanliness and appearance of residential and commercial areas.

Policy CIA-2. 1: Develop multi-lingual educational programs regarding the benefits of recycling and the legal requirements for property maintenance.

Policy CIA-2.2: Work with property and business owners to establish a “street art” program for youth to identify walls that can be used for mural painting,

Policy CIA-2.3: Organize a “quick response” team to remove graffiti from walls that are not part of the “street art” program.

Policy CIA-2.4: Work cooperatively with Metro to ensure the cleanliness, maintenance, and provision of trash receptacles at bus stops.

Policy CIA-2.5: Work cooperatively with the Holly Park Merchants Association to organize regular clean ups of commercial areas.

## H. COORDINATION OF COMMUNITY IDEAS

### 1. Community Objective

The MLK @ Holly Street Community Objective for Coordination of Community Ideas is as follows:

*In order to make coordinated community action possible, two issues must be addressed:*

- *Communication: Community residents feel a sense of isolation from both: (a) those making the decisions that directly impact upon their specific neighborhood, and (b) adjoining neighborhoods and the greater Seattle community. This sense of isolation impedes the establishment of a consolidated comprehensive plan and approach that includes the "buy-in" of resident stakeholders.*
- *Funding: The need exists to establish an aggressive approach to: (a) identify areas of concern; (b) identify funding opportunities to address and rectify those concerns; (c) ensure that funds obtained are indeed allocated according to local concerns; and, (d) provide true and meaningful linkages among the target area residents and service providers.*

*We support the establishment of a means and mechanism of coordination, communication, and cooperation which fosters widespread participation and involvement in many areas including the procurement and allocation of funds and the delivery of services.*

### 2. Goals and Policies

Goal CCI-1: To encourage coordination among social and community service providers that will result in efficient use of limited resources to meet the needs of a diverse resident population.

Policy CCI-1.1: Partner with service providers to identify the scope and target population of existing programs available in the community to link residents with services.

Policy CCI-1.2: Encourage local organizations to increase opportunities for youth education, recreation, and social activities.

Policy CCI-1.3: Increase opportunities for adult education, including pre-employment skills, job training, and placement.

- Policy CCI-1.4: Partner with other SE Seattle neighborhoods to identify opportunities to share social and community service resources.
- Goal CCI-2: To improve the availability of and access to community facilities for local organizations in the MLK @ Holly Street Residential Urban Village.
- Policy CCI-2.1: Develop an inventory of existing community facilities, including availability, size, cost, and reservation requirements.
- Policy CCI-2.2: Encourage partnership opportunities for co-location of public facilities and joint use agreements.
- Policy CCI-2.3: Work with the City of Seattle Parks Department to plan and design the redevelopment of the Van Asselt Community Center.
- Goal CCI-3: To work in partnership with institutional and agency stakeholders, including Holly Park Redevelopment, Sound Transit, and the Seattle School District to ensure that cooperative planning and project implementation results in positive benefits for the community.
- Goal CCI-4: Establish a representative organization that will participate in decision making processes for the implementation of the MLK @ Holly Street Neighborhood Plan.
- Policy CCI-4.1: improve communication of issues and opportunities facing the neighborhood through a public forum that is open to all members of the community.
- Policy CCI-4.2: Increase participation in the representative organization through community outreach and information exchange.
- Policy CCI-4.3: Seek partnerships with other stakeholder organizations in the community.